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P16

## P16 DEPARTMENT OF AGRICULTURE

### MISSION STATEMENT

The Department of Agriculture was established to promote the industry of agriculture and its related activities for providing for the orderly, informed marketing of its products; to encourage investments in its growth and diversification; to assure the consumer of an abundant, pure and wholesome supply of agriculture commodities during all seasons; and to protect the consuming public from deceitful marketing practices and unsafe, ineffective or fraudulent goods.

### PROGRAM - Administrative Services

#### Program Cost:

State Funds: \$2,051,426.71  
Federal Funds: \$ 145,426.45  
Other Funds: \$ 8,622.96

#### Program Goal:

Provides the channel through which the orderly coordination of staff functions are transmitted. Some of the staff functions administered by this division are: personnel, legal, finance, audits, budget, procurements, supply, mail room and printing, data entry, fixed assets, management, information and publications. This program also serves as a licensing and investigation agency for bonded dealers in agricultural products, seed dealers and public weighmasters; assists small farmers in development marketing structures and organizing marketing cooperatives; and publishes the semi-monthly Market Bulletin, which accepts advertisement of farm lands, labor, commodities and equipment to South Carolina citizens.

#### Program Objectives:

To properly investigate, license, audit, and collect General Fund revenue and provide agricultural information in order to ensure the development and promotion of agribusiness industries in South Carolina.

#### Performance Measures:

##### Workload:

-	2,028	Licenses issued
-	335	Cotton and Grain Warehouse Audits
-	81	Compliance Audits
-	16,476	Market Bulletin notices published annually
-	100	News releases, articles and miscellaneous publications

##### Efficiency:

-	99%	Licensees in compliance
-	\$361.18	Cost per warehouse and compliance audit

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Budget & Control Board  
OFFICE OF STATE BUDGET

- \$ 2.91 Annual printing and mailing cost per subscriber

Outcomes:

- \$ 27,664 Revenue from licenses
- \$38,863,722 Average monetary value of commodities certified for availability
- 57,775 Average subscribers reached semi-monthly

**PROGRAM - Laboratory Services**

**Program Cost:**

State Funds: \$1,528,751.21

Other Funds: \$ 2,221.64

**Program Goal:**

To provide chemical, physical and biological analytical services required for the administration and enforcement of state laws regulating food for human consumption, food processing, food labeling, food storage and transportation, animal feeds, seed sold for agriculture and gardening, and petroleum products.

**Program Objectives:**

To regularly perform sanitary inspections of commercial food and cosmetic firms, warehouses, storage facilities and food salvage operations, review food labels for compliance with label and packaging laws, investigate consumer complaints and provide limited consultative assistance to individuals or firms dealing with compliance problems. To sample and analyze products from the public food supply to detect adulteration, check for conformance to standards of identity and quality, and ensure that consumers are protected from fraudulent or unsafe food products. To regularly sample commercial animal feeds and pet foods from the state's markets for analysis of nutritional and medicinal ingredients and conformance to label guarantees and standards of quality. To provide seed analysis services to consumers, certifying agencies, seed companies, seed producers, and in support of regulatory surveillance and enforcement under the State's Seed and Noxious Weed Law. To regularly sample gasolines, diesel fuel, kerosenes and heating fuels from channels of commerce and test them for conformance to quality, label representations, and safety. To administer produce registrations required by law including animal and pet foods, frozen desserts, gasolines and antifreezes and issue licenses and permits for certain special services and businesses.

**Performance Measures:**

Workload:

- 688 Food and Cosmetic Sanitary Inspections
- 4,259 Total food samples analyzed
- 1,709 Total animal feed samples analyzed
- 14,762 Total seed samples analyzed
- 2,669 Total petroleum samples analyzed
- 4,879 Total registration, permit and licensing transactions



Efficiency:

- \$178 Cost per Food and Cosmetic sanitary inspection. (Inspections declined owing to a retirement vacancy which went unfilled although inspections made per inspector actually increased by about 12%.)
- \$ 80 Cost per sample for food sample analyses or \$26 per analysis.
- \$152 Cost per sample for animal feed analyses or \$50 per analysis. Costs were down from fiscal year 1996 when fire damaged partially disabled the Feed Lab. Costs are trending lower yet.
- \$ 29 Cost per sample for seed sample analyses or \$17 per analysis. These costs were up considerably over fiscal year 1996 owing to a 24% drop in sample volume and the training time required by two new analysts acquired to replace retirees.
- \$ 45 Cost per sample for petroleum product testing service or \$7 per analysis, improved slightly from fiscal year 1996.
- \$ 21 Cost per transaction for product registrations, licenses issued and permits issued. This was up somewhat on about 5% lower volume than in fiscal year 1996.

Outcomes:

- No serious foodborne illness outbreaks were recorded that could be traced to South Carolina food firms nor were any enforcement actions necessary.
- The violation rate for food samples was 6.3%, little changed from a year earlier. Pesticide residue violations were 1.2%, up from the previous year. Residue violations tend to be technical in nature rather than health-threatening. Most violations were of a economic nature (excess fat in ground meat for example) rather than food safety problems. No violations were detected that represented a serious public health threat.
- The violation rate with animal feed samples was 23%, an increase for the second straight year. This statistic bears watching closely in the coming year.
- The seed sample violation rate was 7.5%. This is considerably lower than last year suggesting that a smaller population of suppliers are providing a generally better quality of product.
- Compliance with Product Registration Laws, Licensing Laws, and Food Salvage Permit requirements is generally good. Violations in this area are relatively insignificant statistically.

**PROGRAM - Consumer Services**

**Program Cost:**

State Funds: \$1,446,941.37  
Federal Funds: \$ 5,233.90

**Program Goal:**

Enforce the Weights and Measures Law, Sec. 39-9-10 etc.; the Egg Law, Sec 39-39-110 etc.; and draw official samples of petroleum products, seed, animal feeds, produce, meats, and enriched foods to be analyzed by the Department's Laboratory Division in their enforcement of several other laws.

**Program Objectives:**

To protect the citizens of this state from fraud through incorrect net content statements on packages and incorrect weighing or measuring devices. To ensure that agricultural products are measured correctly when being bought or sold. To maintain the state's primary standards for mass, length and volume and to furnish to industry calibration services with traceability to the National Institute of Standards and Technology. To ensure that eggs marketed in the state are properly graded and labeled. In conjunction with our Laboratory Division, to ensure the quality of motor fuels, the quality and safety of some food products, and the quality of some agricultural products.

**Performance Measures:**Workload:

-	22,877	Firms visited
-	86,950	Pumps inspected at service stations
-	28,454	Small capacity scales inspected
-	1,650	Large capacity scales inspected
-	1,299	Meters for fuel oil and LP gas inspected
-	2,752,248	Packages inspected for correct net contents
-	1,073,576	Dozen eggs inspected for grade and labeling
-	6,628	Standards calibrated for 277 firms in our Metrology Lab
-	7,354	Official samples drawn for the Laboratory Division

Efficiency:

-	\$52.00	Per firm visited
-	\$82.89	Per large capacity scale inspected
-	\$23.89	Per calibration performed in our Metrology Lab
-	\$0.06	Per dozen of eggs inspected
-	\$8.46	Per pump, small capacity scale, or meter inspected
-	\$13.42	Per official sample drawn

Outcomes:

-	1.7%	Pumps inspected were incorrect
-	1.6%	Small capacity scales inspected for incorrect
-	10.9%	Large capacity scales inspected were incorrect
-	13.8%	Meters inspected were incorrect
-	0.9%	Packages inspected were incorrectly labeled as to net contents
-	0.1%	Eggs inspected were incorrectly graded or labeled
-	16.5%	Standards inspected in our Metrology Lab were incorrect



## **PROGRAM - Marketing and Promotion**

### **Program Cost:**

State Funds: \$1,009,352.30  
Federal Funds: \$ 12,959.87  
Other Funds: \$1,337,334.28

### **Program Goal:**

To maintain and develop broad-based marketing programs to increase consumer awareness and product demand for quality South Carolina agricultural products at local, national and international levels thereby continuing to stimulate growth in our general economy through advancing agricultural/agribusiness.

### **Program Objectives:**

To provide outlets for profitable movement of South Carolina agricultural products both in their natural form and also in various processed stages. Also stimulate consumer demand for our products by stressing quality, nutritional goodness, value of product and other beneficial reasons to purchase and consumer South Carolina agricultural products.

### **Performance Measures:**

#### Workload:

- International Market Development - Agricultural exports from South Carolina for 1996-1997 estimated at 362 million dollars.
- Certified Roadside/Direct Marketing - Serving 110 plus markets and direct sales outlets.
- Domestic Market Development - Participated in five National Exhibitions, various regional promotional exhibitions, contacted over 350 chain and food service buyer/establishments. Coordinated instate visits for chain and food service buyers with outlets numbering over 5,000.
- Tobacco Program - Worked with six tobacco markets to move the tobacco crop valued at 220 million dollars.
- Specialty Products - Assisted the 60 plus specialty product manufacturers/distributors through South Carolina trade shows and supply trade leads.
- Sheep, Goat, and Ratite Development and Expansion - Worked with individuals and groups to further develop and expand this industry to its maximum potential for South Carolina producers. Assisted with meetings that included producers, processors and food brokers to establish markets and market demand with profit potential.
- S. C. Quality Program - A program to increase overall awareness of South Carolina products, working with 70 plus members and most chain food stores operating in South Carolina.

- S. C. Food Expo - Expo with 45 plus South Carolina agricultural businesses and 275 buyers, held at least once a year.
- Equine Program - Served 50,000 owners with 100,000 plus animals that have an economical impact of our economy of 330 million dollars. Also worked with the Horse Council's membership of 2,400 plus.
- Aquaculture - Coordinated activities of aquaculture and striped bass association with membership of 105 plus. Worked closely with legislative issues and national associations.
- Home Economist/Nutritional Program - Worked with national 5 A Day Program, American Cancer Society, Heart Association, and S. C. Nutrition Council. Also through 100 plus television and radio spots promoted nutritional and healthy diet and lifestyles to all of South Carolina with over-laps into neighboring states.
- Ornamental Horticulture Program - Worked with 800 plus members of the Nurseryman's Association, green house owners, landscape, and turf and sod producers. This industry has sales at over 400 million dollars wholesale on an annual basis.
- Produce Co-op Buying Program - This program has contacted over 100,000 people to offer co-op buying through the S. C. Farmers Market system.
- Established Agribusiness Support Services - Assisted over 100 established agri-business firms with marketing and production assistance, and also with packaging, transportation, and other aspects of business for profit and expansion within South Carolina.
- S. C. Commodity Board Support Program - Assisted the present S. C. Commodity Boards with their collections, marketing, administrative, and other related duties to promote sales, usage and research for each.
  - A) Cotton Board: 455,000 bales
  - B) Soybean Board: 13.5 million bushels
  - C) Peanut Board: 32.6 million pounds
  - D) Watermelon Board: 10 million pounds
  - E) Pork Board: 300,000 hogs and pigs
  - F) Cattle and Beef Board: 500,000 cattle and calves
- Major Agricultural Associations - Coordinated and worked closely with Chairman and Association Boards with their administrative, marketing, financial guidance, and other related items.
  - A) S. C. Peach Council: Weather conditions limited production to 150 million pounds on 20,000 acres.
  - B) S. C. Tomato Association: 11.4 million pounds of 3,800 acres.
  - C) S. C. Watermelon Association: 10 million pounds on 11,000 acres.
  - D) S. C. Corn Growers Association: 30 million bushels on 380,000 acres.

Efficiency:



- Utilization of trade shows supplying potential buyers of South Carolina agricultural products with information on availability, shipping, packaging and other factors relative to procurement, thereby reducing travel expenses.
- Cooperative research promotions of non-conflicting agricultural products.
- Increasing awareness of PC's for communication with related industry.
- Cost sharing with other agencies' projects that can benefit all involved dealing with once mutual segment of the industry.

Outcomes:

- Utilization and orderly marketing of 250,000,000 plus pounds of South Carolina's major vegetable crops.
- Raising the level of awareness at consumer level in South Carolina retail and food service establishments.
- Increasing consumer confidence in food channels, supporting healthy nutritional diets while removing fear of contaminated products, thereby increasing fresh and processed product consumption.
- Establishing and maintaining South Carolina growers as number two in peach production, number four in tomato production, number eight in pecan production, number nine in peanut production, number nine in turkey production and number twelve in cotton production.
- Stabilize decreasing numbers in fresh fruit and vegetable production industry with cooperative cost effective marketing.

**PROGRAM - Marketing Services**

**Program Cost:**

State Funds: \$ 774,973.37  
Other Funds: \$2,131,889.74

**Program Goal:**

To promote the general welfare of this state by enabling producers of agricultural products to help themselves in establishing orderly, fair, sound, efficient, and unhampered marketing, grading and standardizing of the commodities they produce. To provide marketing services and facilities to farmers and agricultural marketing entities to improve their efficiency and effectiveness.

**Program Objectives:**

To provide facilities and procedures for direct marketing functions. To provide basic and objective market news services and other assistance to aid in increase production and agriculture's participation in the price discovery processes. Establish and operate fee service commodity inspection and grading programs.

**Performance Measures:**

Workload:

-	\$907,034	Columbia Market Receipts
-	\$114,892	Greenville Market Receipts
-	\$101,207	Pee Dee Market Receipts
-	\$166,516	Fruit and Vegetable Inspection Fees
-	\$179,079	Grain Inspection Fees
-	\$777,215	Poultry and Egg Inspection Fees

Efficiency:

- The Market News Service provides information to Clemson's computer information network, at no cost, which has expanded our dissemination to all county extension offices and private subscribers.
- Daily livestock information broadcasts are aired on three television and thirty radio stations.
- Use of newspaper coverage to carry market news reports eliminates costly mailings.
- Automatic answering machines are utilized to disseminate information.

Outcomes:

- All requests for inspection services were fulfilled including requests on holidays and weekends.
- South Carolina operates inspection services on a fee basis for poultry eggs, grain, fruits and vegetables. Traditionally our fees have been the lowest in the southeast per unit of inspection.
- All inspections as shipping point were deemed accurate in that no turnarounds were experienced at receiving point markets.
- Utilization of electronic dissemination of marketing information and official market news has enabled us to serve additional clientele at significant cost reduction.